

Email Bot for a Shopping E-retailer

E-retailer - Technology



About the Client

The client is a shopping E-retailer in the UK associated with other partners under different brands.



Background

Email operations assisting customers with queries and issues

Challenge

- A high average processing time due to 100% human interaction
- A 48-hour response turnaround time
- Low accuracy impacting quality scores



Solution Deployed

Approach

- Using robotic process automation (RPA) to assimilate information from the CRM and other applications.
- Displaying information on a unified screen to Advisor
- Advisor validation and final submission
- Notes auto updation in the CRM and final email release

Unique Features

- Solutions built for top query types
- Optimized records management with transactions history in the centralized database.
- Customized and user-friendly audit forms with an auto note generator.



Impact Statement

- **20% efficiency improvement** through productivity Improvement
- **Turnaround time improved by 18 hours against the** current 24 to 48 hours
- **>99% accuracy**
- **Single screen navigation** – Multi-page navigation eliminated
- **Flexibility to operate beyond** – operational window

BOT performance

